



WAYAMBA UNIVERSITY OF SRI LANKA

Diploma in Business Management

COURSE DETAILS



Department of Business Management
Faculty of Business Studies and Finance



Wayamba University of Sri Lanka

Diploma in Business Management

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Kuliyapitiya

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01. WAYAMBA UNIVERSITY OF SRI LANKA

Wayamba University of Sri Lanka is the thirteenth national university in Sri Lanka. The university is located in two separate premises, each consists of two faculties. Two faculties, Faculty of Agriculture and Plantation Management and Faculty of Livestock, Fisheries and Nutrition, are located at Makandura premises of the university. Other two faculties, Faculty of Applied Sciences and Faculty of Business Studies and Finance, are located in Kuliypitiya premises. The university is headquartered at Kuliypitiya. The library, a well-equipped computer unit and student accommodation facilities that are constantly being updated and upgraded ensure a sound environment for the students to pursue their higher studies.

Vision of the University

To be a leading higher education institute in Sri Lanka recognized for its outstanding academic programmes, innovative research, scholarship and outreach with the ultimate target of serving the mankind

Mission of the University

To develop highly qualified and responsible citizens who contribute to the improvement of society and sustainable development of the country

02. FACULTY OF BUSINESS STUDIES & FINANCE

The Faculty of Business Studies and Finance consist of four departments; Department of Accountancy, Department of Banking & Finance, Department of Business Management and Department of Insurance & Valuation.

The four Departments of the Faculty of Business Studies and Finance offer degree courses leading to B.Sc. (Special) degree in Accountancy, B.Sc. (Special) degree in Banking & Finance, B.Sc. (Special) degree in Business Management, B.Sc. (Honour) degree in Insurance & Finance respectively. The duration of the course is 4 years; this includes one year in-plant training. All the degree programmes are conducted only in English Medium.

Vision of the Faculty

To be the Center of Excellence in Business Studies & Finance Education in Sri Lanka

Mission of the Faculty

We are committed to develop Human Resource competencies through Management Education, Management Researches and Community Development Programmes.

03. DEPARTMENT OF BUSINESS MANAGEMENT AND THE DEGREE PROGRAMME

3.1 The Department

The Department of Business Management as the principal department out of four departments in the faculty was established with the establishment of the Faculty of Business Studies and Finance. The department during its short span of life has achieved a great success in catering the expectations of its stakeholders in an effective and efficient way. Presently the department is able to offer both undergraduate and postgraduate courses in order to cater the requirements of both national and international community.

The Department offers a degree programme leading to the **Bachelor of Science (Special) Degree in Business Management.**

The prime consideration of the department is to contribute the society by creating and developing knowledge. The department intends to attribute its graduates with;

- An in-depth understanding in management concepts both from a theoretical and practical perspectives
- The modern academic knowledge, skills, abilities and insights into the current practices of management in business organizations
- Leadership, entrepreneurial skills and skills of communication and presentation
- Range of competencies in understanding of and dealing with management issues in modern organizations
- Firm base for further study on management

Vision of the Department of Business Management

To be the best and the most preferred Academic Department for Business Management.

Mission of the Department of Business Management

We are committed to produce excellent graduates well equipped with thorough knowledge of Business Management, while continuously engaged in Business Management Research and Management Development.

In addition to the undergraduate programmes, following External Courses offered by the Department of Business Management

Post Graduate Diploma in Business Management (PGDBM)

The Postgraduate Diploma in Business Management Programme was commenced in the year 2005. This programme runs through one academic year during which the students follow 12 course modules, which are evaluated by continuous assessments and end-semester examinations over two semesters.

Master of Business Administration (MBA)

This is a Masters level programme for which the participants have to carry out a full-time Management Research under the guidance of supervisors appointed by the University. They should attend to a series of advanced seminars and lectures.

3.7 Diploma in Business Management (DBM)

The Department of Business Management offers the 'Diploma in Business Management' to cater to the long felt need of the **Business sector in Sri Lanka**. The DIBM is designed to meet the challenges of global business environment. It provides the opportunity for the participants to practice conceptual, people and technical skills. This is a professional qualification for those staff attached and potential employees to the business sector in Sri Lanka.

Aims and Objectives of the Diploma

- To provide an opportunity for participants with relevant working experience to gain a professional qualifications in Business Management.
- To transmit advanced and up to date knowledge in management and related disciplines and enhance managerial capabilities of participants.
- To improve necessary managerial skills highly applicable to upgrade the managerial competence of participants.

- To develop the confident to take on challenging situations on the job and effectively play managerial roles in their respective organizations.
- To encourage participants to identify problems and by means of research, to suggest solutions in order to ensure sustainable development in their respective disciplines and ultimately in the organization.

This diploma course comprehensively covers all aspects of business management. This is a professional qualification for managerial staff functioning across all sectors of the industry. Department is expected to take about 50 candidates for this diploma in each year.

3.8 The Syllabus of Diploma in Business Management

Students are required to follow nine compulsory subjects in two terms and submit a comprehensive independent study report at the end of the course.

| Code | Course Name | Credits |
|--------------------------------------|-----------------------------------|-----------|
| First Term | | |
| DBM 112 | Principles of Management | 02 |
| DBM 122 | Statistics for Business | 02 |
| DBM 132 | Economics for Business | 02 |
| DBM 142 | Financial Accounting | 02 |
| DBM 152 | Human Resource Management | 02 |
| DBM 162 | Marketing Management | 02 |
| Credits for Term I | | 12 |
| Second Term | | |
| DBM 212 | Production & Operations Mgt. | 02 |
| DBM 222 | Financial Management | 02 |
| DBM 232 | Project Management | 02 |
| DBM 242 | Professional Skills in Management | 02 |
| DBM 252 | Productivity and Quality | 02 |
| DBM 262 | Strategic Management | 02 |
| DBM 276 | Independent Study Report | 06 |
| Credits for Term II | | 18 |
| Total Credits for the Diploma | | 30 |

3.9 Detailed Syllabus of Diploma in Business Management

DBM 112 Principles of Management

Intended Learning outcomes

After studying this course unit students should be able to:

- Define management and identify fundamental concepts and principles of management
- Explain the functions of management
- Apply different strategic tools, techniques and methodologies available to improve organizational performance

Course contents

Introduction to management, Evolution of management, Planning and decision making, Organizing, Leading, Controlling and emerging issues in Management.

DBM 122 Statistics for Business

Intended Learning outcomes

By the end of the course units students should be able to:

- Make informed decisions based on data
- Apply a variety of statistical procedures and tests
- Describe the uses, capabilities, and limitations of various statistical procedures
- Interpret the results of statistical procedures and tests

Course contents

Introduction to business statistics, Ungrouped data Grouped data frequency distributions, Relative measures of dispersion, Regression and Correlation.

DBM 132 Economics for Business

Intended Learning outcomes

After studying this course unit students should be able to;

- Explain the basic economic concepts, principles and terms that are important to a business.
- Identify the nature and behavior of all individual decision making units and all individual markets.

Course Contents

Introduction to Economics, Demand and Supply, Theory of Consumer behavior, Theory of production and Cost, Markets and the price system, Macroeconomic issues and policies, Current economic issues in Sri Lanka.

DBM 142 Financial Accounting

Intended Learning outcomes

After studying this course unit students should be able to;

- Identify and define basic principles and concepts of accounting
- Prepare control accounts, books of accounts and Financial Statements for sole proprietorships
- Interpret the financial statements

Course contents

Introduction to Financial Accounting, Accounting principles and concepts, Accounting equation and double entry system, Control accounts and other subsidiary ledgers, Components of Financial Statements for sole proprietorships, Interpretation and decision making on Financial Statements: (Ratio analysis)

DBM 152 Human Resource Management

Intended Learning outcomes

By the end of this course unit students should be able to:

- Describe the role and activities of human resource management in an organization;
- Identify issues and developments in the field of human resource management.
- Apply HR Programme procedures, techniques where necessary.

Course Contents:

Introduction to HRM, Job design and job analysis, Manpower planning, Recruitment, Selection, Induction and placement, Performance management, Compensation management, Training and development, Grievance handling, Disciplinary procedure, Safety and health.

DBM 162 Marketing Management

Intended Learning Outcomes

After studying this course unit students should be able to:

- Define marketing
- Describe marketing concepts
- Explain the marketing mix

Course content

Introduction to Marketing, Concepts in Marketing, Marketing Research and Information, Buyer Behavior, Segmentation, Targeting and Positioning, Marketing Mix: Product, Price, Place, and Promotion, Strategies in Marketing (BCG Matrix; Ansoff Matrix; Porter's Generic Strategies).

DBM 212 Production & Operations Management

Intended Learning Outcomes

By the end of this course unit students should be able to:

- Describe operations management and its process
- Suggest the relationship between operations management and organizational strategies.
- Apply operational management tools in organizational work process.

Course Contents

Introduction to operations management, Production systems, Introduction to production cost and cost control, Production planning and control, Method study and process improvement, Layout planning, Problem analysis & Problem solving.

DBM 222 Financial Management

Intended Learning outcomes

By the end of this course unit students should be able to:

- Explain goals and functions of financial management
- Analyze financial statements and make comments on them
- Calculate cost of capital
- Describe working capital management and its application
- Apply Financial Management tools for financial decisions

Course contents:

Introduction to financial management, its evolution, objectives and scope, Financial statements analysis, Time value of money, Cost of capital, Risk and return, Working capital management.

DBM 232 Project Management

Intended Learning outcomes

By the end of this course unit students should be able to:

- Define basic concepts and principles of project management.
- Apply learnt project management principles, methods, context, skills and techniques for a successful and effective project management approach in any discipline.

Course content:

Introduction to project management, Formulation of project: Screening, selection and appraisal, Implementation of projects: organization, management and IT support, Project Quality and Control.

DBM 242 Professional Skills in Management

Intended Learning Outcomes

After studying this course unit students should be able to:

- Read and comprehend academic and business texts intensively and fluently
- Demonstrate proficiency in oral communication for business
- Learn language skills necessary to attend to the business /official correspondence
- Demonstrate ability for increased command of English language especially in Business communication

Course Contents

1. **Writing Skills:** Business Reports, Resume,
2. **Basic official correspondence** including Letters (Request, Complaint, Thank you Apology and Cover letters), Memos and Emails.
3. **Speaking and Listening Skills:** Meetings, Facing Interviews, Negotiation Skills, Telephone conversations, Customer relations, listening to formal speeches, Discussions etc. (listening for specific information, listening to take the gist etc.)
4. **Reading Skills:** Reading Business Texts; Business Reports, Business Articles, Advertisements and Notices, Business Magazines.(skimming, scanning and inferring)

DBM 252 Productivity and Quality

Intended Learning Outcome

After studying this course unit students should be able to:

- Define concepts on Basic Concepts of Quality and Productivity and techniques used to improve Quality and Productivity.

- Apply various techniques in productivity and quality to improve business performance.

Course contents

Quality and Productivity -Basic Concepts, Total Quality Management, Productivity indicators in an organization, Corporate culture for Quality and Productivity improvement', Kaizen' and Continuous Improvement, Application of 5 S Housekeeping Practices, Team Work, Concept of Quality Circles, Application of Seven Tools of Quality Control, Problem Solving through Quality Circles.

DBM 262 Strategic Management

Intended Learning Outcomes

After studying this course unit students should be able to:

- Understand the strategies and strategic issues in organization.
- Identify various options for choice of strategies and evaluation of strategies.
- Formulate and apply corporate and business strategies for organizations.

Course contents

Introduction, Overview of strategic management process, formulation of strategies, analysis of environment, , vision, mission and objectives, SWOT analysis, implementation of strategies, Evaluation of strategies.

DBM 276 Independent Study Report

Intended Learning Outcomes

After studying this course unit students should be able to:

- Apply the learnt business problem diagnosis methods in identification of business issues/ problems.
- Apply analytical and presentation skills in data presentation and analysis.
- Solve management problems and apply the knowledge of concepts learnt.
- Establish relationships with implementing solutions for management problems.

Course contents

Students should follow the business research methodology lectures, assigned supervisors, should be coordinated with the supervisor; the report should be handed over for evaluation.

COURSE FEE

Course fee for Diploma in Business Management

Application Fee..... (Rs. 1,000/=)

Registration Fee (Rs. 1,000/=)

Course Fee..... (Rs. 70,000/=)

Library Fee..... (Rs. 1,000/=)

Virtual Environment Mgt. Fee..... (Rs. 1,000/=)